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## **You Go Girls!!**



## **Your Hard Work IS Making a Difference!**

In the words of Lorene Sandifur...**You Go Girls!** As 2007 comes to an end, we can look back over the year and be proud of the work INFLuence has accomplished. Since the first INFLuence Women's Health Forum in Indianapolis on April 18th many additional forums have been held in communities across the state, hundreds of letters have been written to editors of women's magazines, and leaders across the country have taken notice of the work being done by INFLuence to address tobacco marketing to women and girls. Thank you for your role in this important public health initiative!

Now it appears that even the tobacco industry has been influenced. **In November, R.J. Reynolds, the Creator of Camel No. 9 and the second-largest U.S. cigarette manufacturer, agreed to stop print ads in newspapers and consumer magazines in 2008.** R.J. Reynolds spokeswoman Jan Smith said the decision was made before October and was unrelated to the recent Rolling Stone controversy (eight states' attorney generals have filed a multimillion-dollar suit over a nine-page advertising spread that included cartoons, allegedly a violation of the Master Settlement Agreement). She did say

the company had taken into account, at least in part, the protests over the Camel No. 9 ads.

While we cannot take all the credit for R.J. Reynolds' decision, we can be pleased that our efforts have been noticed! As print ads are only one facet of R.J. Reynolds' marketing strategy, we must continue our efforts to fight back against the savvy techniques all tobacco companies employ to lure young women into the deadly habit of smoking. R.J. Reynolds will undoubtedly continue to market their products to young women through other creative means, such as promotional parties at nightclubs and bars and direct mail. As Smith herself said, the move to halt print ads is "an effort by the company to enhance and sharpen the effectiveness and efficiency of its marketing programs." They are NOT giving up and neither should we. All those who have taken action to stop this marketing tactic should be commended for their efforts...and should continue the fight.



Click above to help stop R.J. Reynolds from marketing cancer to women and girls.

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